

Digital Trends Report

March 2019

Facebook delays its clear history tool... again

After announcing last year that they will be introducing a clear history tool - similar to clearing browser history and website cookies - Facebook has announced for the second time that it will be delayed even further, to fall of this year. Supposedly because they want to 'do it the right way', nevertheless it is unclear why this privacy-orientated tool is taking so long to debut (after saying it would only take a few months), it may only become clear at the next F8. We're certainly rolling our eyes, are you?

Why? This feature comes in response to the series of privacy scandals associated with Facebook that have seriously severed trust between the platform and its users

What does this mean? This could come as good or bad news. This tool could interfere with Facebook Pixel and remarketing tools that may be integral to your data analysis however, it could also re-establish the social audience your brand needs - otherwise there may not be too much data to analyse.

<https://www.independent.co.uk/life-style/gadgets-and-tech/news/facebook-clear-history-privacy-when-date-mark-zuckerberg-a8801651.html>

Time is Everything

Twitter has launched their first insight tool, available in the Media Studio - 'Timing is Everything' - which displays data on what days and what time users are watching and engaging with video, highlighting the best times to share video on the platform.

Why? 75% of B2B businesses market on Twitter, it makes sense to tailor to their needs whilst increasing viewership.

What does this mean? Tweets with video receive 10 times as much engagement, in-stream video ads lift purchase intent by 6% and the number of daily users has been increasing consistently since 2016. This tool will ensure videos are scheduled for when your audience are most active, maximising engagement and conversation.

https://media.twitter.com/content/media-twitter/en_us/articles/blogs/2019/timing-is-everything-insights-tool-for-publishers.html

Feeling a corporate makeover?

Instagram is rolling out in-app profile pages for local businesses -aesthetically similar to Google My Local Knowledge panels - including photos, business address, hours, contact information and a link to the website. It will also offer more in-depth analytics software.

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Why? Looking at the history of Facebook, it is likely that that they are trying to repeat the same strategy on Instagram- introducing algorithmic news feed to widen the gap between reach on business and personal profiles, in order to force businesses to pay to boost their content. This may attract businesses that aren't yet on Instagram and are interested in being a corporate entity there.

Who cares? The less work the better! 75% of Instagram users take action despite the current interface which requires customers to click through to your website to find contact details, now with one click they can get straight through to you. On the other hand, research suggests that business profiles have less (organic) reach than personal profiles however, if you are using paid for ads, you may benefit from the more advanced analytics on offer.

To consider... It's a corporate makeover. Instagram was designed with the theme of a personal blog, enabling users to share that experience and build social communities of people with similar interests. If your current profile follows that theme, you may run the risk of losing the relatability and friendliness of your brand.

<https://www.searchenginejournal.com/instagram-rolls-out-in-app-local-business-profile-pages/296257/>

In other news: New ad format for branded content

Branded content ads connect brands and influencers in more formal partnerships by enabling them to promote an endorsement post just like they would any other ad, not just to their followers.

<https://adage.com/article/digital/instagram-lets-brands-promote-influencer-posts-ad/316869/>

LinkedIn

LinkedIn has introduced lookalike audiences to its B2B ads services. The tool compares the traits of the business' ideal customer - e.g. a list of target accounts from their CRM or website analytics - with the rich LinkedIn database of members and companies through a one-step process that separates audiences job titles and functions into 20-plus templates.

Why? LinkedIn has seen over 30% growth in the number of sessions per user over the last year and it is the second (closely behind Facebook) most used social media platform by B2B marketers. With this tool, it may become the first.

Who cares? This could help you find new high-quality leads and market to new professional audiences that are similar to your existing customers, website visitors and target accounts.

<https://www.thedrum.com/news/2019/03/21/linkedin-brings-lookalike-audiences-b2b-marketing>

Pinterest

Pinterest is testing a video tab on profiles to see if it can successfully use it in the same way as Instagram. In the near future we could see video content hosted on the platform allowing brands to create a more immersive

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experience through the pins. Over the past few months we've seen Pinterest focus on creating features for shopping mimicking features similar to Instagram but this is the first time that they've stepped into video content.

Why? Competition from Instagram, Snapchat and TikTok has forced it to evolve. Videos are now a big part of the general social media experience, and since Pinterest has always been regarded as an underdog in the social media world, adding video seems like the right move.

Who cares? Video content is so powerful in the marketing world. YouTube is one of the most used websites in the world and is the most used to stream music - even when there's stuff like Spotify and Apple Music out there, that offer tons more listening features. Because video is engaging, and users will always prefer to watch something in motion than something stagnant. Hence, including video on a landing page can increase conversions by 80% and marketers who use video grow revenue 49% faster than non-video users. It is therefore fair to say that including video content on all your business' online platforms, including Pinterest will get you the best ROI.

<https://www.digitalinformationworld.com/2019/03/pinterest-is-testing-video-tab-on-profile.html>

Search engines are getting the down low

The popular WordPress plugin Yoast is releasing an update which offers a less disjointed implementation of Schema markup. The update will weave everything on the page together but also explicitly define the main thing on the page by giving the search engine some context, where there was none before.

Who cares? This update will massively increase your SEO, relevancy and thus your reach. It will result in the correct info being displayed on Google Knowledge Panels and News Listings, a higher chance of product and good local listing snippets appearing in search results as well as full support for Rich Article on Pinterest.

Survival of the fittest content

The Google core algorithm update always shakes things up for SEO. Here are some insights into the kind of content strategies that were affected by the one in March:

- Sites that were relaunched into multiple sites because the old one was dropping were hit the hardest
- SERPs containing pages with multiple long form lists saw a significant flux
- Lower quality content that had previously performed above expectations, hasn't been updated and that lives on sites/networks with less frequent publishing schedule was impacted dramatically
- Sites with a heavy focus on updating content and steady content creation were less likely to decline

To consider... Content Creation needs to be in tandem with Content Updating/Optimization – be consistent!

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